AND GIRL GONE

zens' National and Ste-

nographer Missing.

Blames A. Cornelius, Jr., 48,

for Child's Disappearance.

The simultaneous disappearance last

wood, and Loretta Adelgais, formerly

his stenographer, became known yes-

that no word had been heard from

"Mr. Cornelius has been cashier of

our bank for nineteen years," he said.

"We placed every confidence in him.

It seems to have been a msd infatua-

tion for this young girl, who was ef-

ficient and helpful to him in his work.

Bank Not Injured.

we find he did not take any more than

\$2,000 with him. His disappearance

AND 3 CHILDREN

MAN LEFT WIFE

Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

Just for the moment the Ad-Visor is going to turn from his regular clientele, the purchasing public, and address himself to the merchant, and give him assistance, Cabot Ward, Comparticularly the department store merchant, through the words of W. R. yesterday calling attention to persons week of A. Cornelius, jr., cashier of Hotchkin, of the Cheltenham Advertising Agency. Mr. Hotchkin has who misuse these shelters from the the Citizens' National Bank of Englebeen advertising manager for some of the largest department stores in stuffy rooms and dusty streets. the country, and knows whereof he speaks. In this instance he is speak-

the country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he speaks. In this instance he is a country, and knows whereof he says, who tear up the latest than the hottest streets. There are also thought less and greedy persons who steal flowers age.

Clinton H. Blake, president of the bank, said yesterday that the cashier are heedless children and reckless he says, who tear up the latest than the hottest streets. There are also thought less and greedy persons who steal flowers age.

Clinton H. Blake, president of the bank, said yesterday that the cashier are heedless children and reckless here. reasons for this condition—and many causes for their hectic state. The plantage of the bark from the trees which give us such plantage of the bark from the trees which give continuous demand for increased sales has created advertising hysteria. us such pleasant shade. Soo . The pressure on the advertising writer has become an over-

and price comparisons have become a matter of ridicule. Bargain screams have become a daily habit in sensational stores. . . . The policy of continuous price-comparisons leads the most careful and zealous advertiser into printing frequent falsehoods. . . . It would seem that it were not necessary in this conference to say a word about honesty. We Jack Pfeffer Punishes Digestion, have all been converted or we wouldn't be here. And yet I am certain that if I could talk privately to the competitors of any of you gentlemen each would give me a detailed statement of how you have continuously tried to fake the public in your communities."

Mr. Hotchkin then proceeded to turn his attention to the bargain gave it the absent treatment for three We have not placed the matter in the

"Continuous rooting for the bargain is bad store-keeping policy. It creates a bad condition of the public mind. To be continuously boosting him, oh, an awful lot. Finally the realize the awful step he has taken." Frightened and Far from Home, She Pines Away in reduced goods is like running a second hand store. The flaunting of con- Philadelphia editor resolved that a lit-

notice on Mr. Gardner and anyone else who might be interested that threatening letters would not divert the paper from its policy. "If the members of the National Retail Dry Goods Association," runs the editorial "come-back," "many of whom have been among the warm friends and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade on the floor. I got frightened and ran out. Then I went to Provided Trade Tr notice on Mr. Gardner and anyone else who might be interested that Gallagher.

Kindly advise if you in your investigations have run across the Dr. D. A. Williams Company, of East Hamiton, Comt. The treatments of this company have been highly recommended locally, and, on the other hand, there have been some doubts expressed.

The doubters win. The Dr. D. A. Williams Company undertakes to diagnose and treat all forms of rheumatism, diabetes, Bright's disease and other serious kidney and bladder ailments by mail. The procedure is, of course, worse than worthless; it is dangerous. Dr. D. A. Williams, if there he any such person, is a public menace, as well as a quack.

bany Family Tombs Prisoner.

Richard G. Murphy, said to be a member of a well known Albany famming to the camp to tell her what had hapmended in the Tombs court, who received a salary of yesterday and held in \$5,000 for examination to-morrow on a charge of grand larceny. He gave his address as 7011 Seventeenth Avenue, Brooklyn.

The complainant was George Living as to his family. He is forty-eight years old, Miss Adelgais, who is a slender, attractive girl of twenty-three, has stoned any such person, is a public menace, as well as a quack.

Inclosed will show that the Butler stores have two prices: a price in the and the price as fluxly sold. The butter on the slip was tub creamery er. The eggs East View Farm.

H. F. GILLETTE.

Other complaints have been received concerning the trade-methods of the James Butler, Inc., grocery stores, but this is the first to carry definite proof with it. In the Butler stores' advertisement of July 8th, East View Farm Eggs are offered at 29 cents, the highest price quoted there for any eggs. On the sale slip of July 8th, inclosed by my correspondent, the price appears as 35 cents. Butter described as "Very Best" is advertised on that date at 29 cents, but the butter on the sale slip was 23 cents. Therefore, either the Butler concern deals in butter better than the very best, or the customer paid a price higher than the very highest quoted for butter that was not the very best. The discrepancy seems to indicate a screw loose in the Butler methods, if not in the Butler morals. Obviously, an advertising censor is needed in that shop.

Would you inform me of the proper use of Midol, which they advertise as a nless reliever of hendache, etc.?

H. BECKER.

The proper use of Midol is to leave it alone. It depends for its Sect upon pyramiden, a powerful drug, derived from anti-pyrin, the properties of which are not yet fully understood. The claims made it are false and absurd.

> Strong, clear stories by Mr. Adams, each devoted to a single case of advertising fakery, appear each week in The Sunday Tribune.

## LMS PROMPT CRIME

charged with impersonating a policevie" Operator Accused of man and with extortion.

personating an Officer. According to the complainant, Wesaired by the various depictions of ley Fuller, of 193 Broadway, Pike's getrich quick scheme consisted in posing as a detective, arresting certain persons as suspicious characters, and the accepting of bribes to turn them loose. The Great Behman Show.

when he was arrested yesterday,

career of wrongdoing, which ended PAIACE!

WINS BECKER DEATH CELL BANK CASHIER De Martini, Also Twice Con-

victed, Moves From Annex. John De Martini and Frank Borundi were respectively awarded the cells vacated by Charles Becker and Sam FROM ENGLEWOOD five inmates of Sing Sing prison death house annex yesterday.

De Martini, having served the long- Veteran Official of Citiest in the death house annex, was given his pick and chose Becker's cell. Peculiarly De Martini was, like Becker, convicted of nurder in the first degree twice and returned to the death house a second time. Hecker was the first man in the prison's history to be let out of the condemned cells alive and then returned there.

### WARNS PARK VANDALS

Commissioner Asks Citizens to Mother of Loretta Adelgais, 23, Help Save Shade Trees.

Urging that citizens of New York missioner of Parks, issued a statement

"There are many thoughtless people."

## whelming weight. Dictionaries have become exhausted of their adjectives FASTS THREE DAYS TO GET REVENGE

Which Rebelled at Earlier experts on the bank books, and so far Chastisement.

That stomach of Jacob Pfeffer has has not hurt the bank in the least, for been disciplined again. This time he he was covered by a substantial bond.

that city, to walk into the third branch detective bureau yesterday and declare that he had killed a man and wanted to go back to face the music.

"On July 17 I met a man named Jo in a saloon in Roxbury, at Hampton and Eustis Street," he told Lieutenant something was going to happen. I Gallagher. "We got to talking pretty free, and he made a remark about the same thing was going to happen. I free, and he made a remark about the same thing was going to happen. I free, and he made a remark about the same thing was going to happen. I free, and he made a remark about the same than the sa

ing to \$1,800 against him.

NEW AMSTERDAM

The Greatest Musical Show Ever Produced

ZIEGFELD MIDNIGHT FROLIC.

"IT PAYS TO GOT 'EM

ALL BEAT.

LIBERTY W 45D

D. W. GRIFFITH'S

COHAN'S Theatre Divas and

Loew's American Roof

12 ACT VAUDEVILLE SHOW HESERY

A FULL HOUSE

ADVERTISE"

WINTER GARDEN PASSING SHOW OF 1915 CASINO BLUE PARADISE WITH CECIL 39TH STREET THEATRE. THE HE A Farce of Thrilis, Roars of Laughter.

## A Merry Ha! Ha!

WITH EDWARD ABELES Amusing—Original—Entertaining.

The First Laugh as Good as "The 44th St. Thea. W. of Blitay Evenings at Mathores Wed and Saf. at 2 HANDS - UP MAURICE and WALTON RALPH HERZ-IRENE FRANKLIN and DURTON GREEN. 150 Pretty Girls

BOOTH Manies Well and Sat. LOUIS MANN BUBBLE NOBODY HOME

BRIGHTON Harry fox and Ya BRIGHTON the School Playgroun Brighton Beach. Riggs & Witchie, othe LUNA Free Concerts, Free Toys, PRIZE DANCING CONTEST THURSDAY NIGHT

ENGLEWOOD CASHIER AND MISSING GIRL. UNION EXPERTS



Loretta Adelgais and A. Cornelius, Jr.

## Dinah, Heartsick Baby Gorilla, Dies from Starvation in Zoo

# TO AID OSBORNE

ation Officials Impressed by Visit to Prison.

### WANT PRISONERS QUALIFIED IN TRADES byterian congregation to sell its prop-

Speak Words of Hope to Inmates and Urge Them to Labor to Remain Free.

Organized labor is taking much interest in the industries at Sing Sing prison, as well as in the sociological experiment being carried out there by Thomas Mott Osborne. Samuel Gompers, president of the American Federation of Labor, visited the prison last week with other labor leaders and representatives of the National Committee on Prisons and Prison Labor. The labor men felt that the industries should be supervised by experts in each special line, and will send volunteers to help the prisoners with the work, so that the men going out of the prison may be well qualified in their respective trades, Mr. Gompers spoke to the prisoners in the chapel. "We men in the labor movement re-alize that the inmates of the penal interests demand it, but the products of the prisons should have the least dam-

contract system of prison labor be-cause its influence on the inmates was

gave it the absent treatment for three days.

Mr. Pfeffer's stomach used to worry him, oh, an awful lot. Finally the Philadelphia editor resolved that a litter testrict discipline would do the opstreperous organ much good. So, June 25, of this year, he shut down on the streperous organ much good supply—never gave it a darned thing for twenty-two days and nights.

Saturday two weeks ago he induced the matter in the hands of the police because we still believe he will come to his senses and realize the awful step he has taken."

It was reported in Englewood that believe he will come to his senses and realize the awful step he has taken."

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The story of the attention of Cornelius had taken \$11,000 of the best results. With Mr. Oseorne as well and the best results. With Mr. Oseorne as well and the best results. With Mr. Oseorne as son of the George Junior Republic of allowing the men in a democratic way to fully express themeson the world may be realized the awful step he has taken."

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state restrains a man it is responsible for his future. If the man is not properly trained in prison he is comin back for lack of opportunity or ofte to serve the ambition of a district at torney or to fix up a hig record for police official. These things have has peaker said.

SING SING WORK

Mr. Manning offered to send volueteers to point out the defects in the clothing shop and stated that Collis Lovely, in hehalf of the International Boot and Shoe Workers' Union, made the same offer for the shoe shops, in order the men might really know their trades when they went out of prison.

Ask Church Land for Park. Montclair, N. J., Aug. 1 .- Members

ing to induce the Cedar Avenue Pres. erty to the town so that the plans for the Cedar Avenue Park may be can ried out. The church is on the south eastern corner of the Cedar Avenue Park tract, where the town authoring would like to make an entrance to the park.



markable values in the men's suits marked down to \$15-Thousands of suits that

"Organized labor has opposed the dropped to \$20 and \$25 deserve their share of the lime

Most of our mixture suits and lots of serges have been revised in price.

\$15, \$20 and \$25 are the

Youths, too, come in for \$12.50 now for suits that

were lots higher-32 to 35

Everything for the Torrid

ROGERS PEET COMPANY

more the big advertisers son learn to some the big advertisers son learn to some the same that some date some the same pairt, there will be treatment store word.

One element which has worked against the pract feepartment store words.

As the same pairt, there will be treatment store words their minds freely enough on other subjects have been overweet by the hunge devertising of the practical exemption from criticism. Publications while the form the same of the same pairt, there will be treatment store words.

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## Practical Courtesy

THERE is a spirit of practical, business courtesy throughout the activities of The Tribune's Bureau of Investigations and the expressions of its findings by Mr. Adams.

It is a courtesy that characterizes every phase of The Tribune's contact with its present or future readers—whether it is an answer to a telephone inquiry, a call from a reporter or advertising solicitor or investigator from the Bureau of Investigations, or the printed reply to a letter written to Mr. Adams.

If you haven't written your first letter to Mr. Adams, do so to-day and put this system of courtesy to the proof. It is at your service.

## The Tribune

First to Last—The Truth: News-Editorials-Advertisements